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PAYMENTS UNDER A.A.A. PLAN

Will Be Made at Maximum Rates Under Program Announced Last December

The A.A.A. has announced that payments to farmers participating in the 1937 Agricultural Conservation Program will be made at the maximum rates provided under the program announced last December. The program for 1937 as originally announced included a tentative schedule of payment rates subject to a 10 per cent adjustment upward or downward, depending upon the extent of participation by farmers.

In computing a farmer's payment his pro rata share of the expense of administering the program in his county will be deducted from the gross amount to be paid him. Unusual administrative expenses have occurred this year which are deductible from these payments, and in order to offset these expenses the maximum rates will be paid to cooperating farmers in the continental United States. The maximum rates will not be paid farmers in the Insular regions because local administrative expenses are not being deducted from their payments. The schedule originally announced for these regions will apply.

A general outline of the 1938 program was given in the INFORMATION LETTER for September 25th. The issue for March 13th gave various details with respect to the administrative set-up, payments, etc., of the 1937 program.

Production of Canned Salmon In Japan

The canned red salmon production of the 1937 fishing season by the two large canning companies in Japan amounted to 721,000 cases, a gain of almost 11 per cent over last season, according to the American commercial attache at Tokyo.

Very little silver salmon is being canned by the Japanese industry owing to the policy on the part of the companies to stop competition between silver, red and pink salmon in order to increase profits. The silver and other salmon which were taken during the season are being salt cured, smoked or mixed with vegetables.

Exports of salmon from Japan during August totaled more than 127,000 cases. During August, shipments to Europe decreased while those to Asia doubled in volume. During the first eight months of this year total exports of salmon from Japan amounted to 709,298 cases. In view of reports that the American and Canadian catches this season have been rather small, the Japanese shippers are reported as anticipating good prices.

LABEL EDUCATION

Printers' Ink Emphasizes Essential Point in Program for Improvement

"To the canning industry and the food trade at large, descriptive labeling is something of an old story," says *Printers' Ink* in an editorial in its issue for October 21st. "It has been talked and planned for years. But it was not until this fall that it reached the status of a realized fact in the consumer marketplace. Canners representing about 30 per cent of the total United States production are, for the first time, sending at least a part of their output to market in the new informative robes.

"Although the time may be a little premature for definite conclusions, there seem to be evidences of a disposition to let the baby do his own talking. At least two canning firms have undertaken specific programs of telling consumers what this descriptive labeling business is all about. The rest, however, are apparently content to assume that it automatically will sell itself.

"Unfortunately, in this wicked world, even good things don't sell themselves.

"Any merchandising realist—which is to say anybody who has ever pushed out merchandise from behind a counter—knows that most women don't pay attention to labels. A few do, of course. But the large majority of housewives do not, even though some self-appointed spokesmen for consumers have found it convenient to assume the contrary in their attempts to put over the grade labeling idea. Consequently, if sentiment favorable to descriptive labeling is to be won, consumers must be educated to look for the new labels.

"The grade labeling movement has failed to stick, so far, because there was no genuine consumer sentiment for it. Inevitably, however, the failure of descriptive labeling to achieve definite, tangible consumer acceptance will react to the furtherance of the grading idea. For the proponents of grade labeling will be quick to interpret such failure as proof of consumer preference for grade labeling principles, and they will be able to make a plausible case of it.

"To date the development of descriptive labeling reads as an inspiring chapter in the history of industry's efforts to provide improved consumer service. But unless canners keep their sleeves rolled up and do as good a job of selling this service as they have in producing it, that chapter will be descriptively labeled with one word—Futility."

Grocery Chain Store Sales In September

Daily average sales of grocery chain stores for September were about 1½ per cent above the dollar volume for September, 1936, according to preliminary estimates of the Bureau of Foreign and Domestic Commerce. Sales increased

from August to September by more than the usual seasonal amount. Daily average sales for the first nine months of the year were about 2 per cent above the corresponding period of 1936.

"BLACK BEET" SPOILAGE

Rare Type of Spoilage Due to Iron Associated with Certain Bacteria

Recently the attention of the Research Laboratory has been given to another occurrence of the rare abnormality in beets known as "Black Beet" spoilage. This type of spoilage has resulted in no great economic loss, and should not be confused with beets containing black areas which some canners have encountered recently. It is of interest, however, because it is typical of certain spoilage problems the solutions to which are delayed by the very infrequency with which they come to notice. For this reason a brief review is given of earlier work on the problem.

An account of an investigation of "Black Beet" spoilage was given in the annual report of the Research Laboratory for 1933. This condition varied from other types of abnormal darkening in beets in that, instead of being localized in spots, the black discoloration was general and affected the liquor as well as the beets. Instead of being spotted, the beets were completely and evenly darkened. Prior to this investigation "Black Beet" spoilage had come to attention only rarely and the cause of the abnormality was obscure.

A laboratory study disclosed that two factors were involved in producing this characteristic spoilage—bacterial activity and an abnormally high amount of iron in solution. Both factors were essential in producing the condition and neither of itself produced obvious spoilage. The spoilage organism was new to the known list of spore-forming spoilage bacteria and, so far as is known, is not otherwise important.

In tracing the canning history of the lot, it was found that the beets had been blanched in a pea blancher and this equipment was suspected as the source of contamination. It was found also that the cans had been exhausted in a water exhaust box equipped for larger sized cans. There was evidence that water from the exhaust box had splashed into the cans and this was regarded as the source of iron.

In the case of spoilage recently observed the amount of iron in solution in the liquor of the affected cans is several times that in the normal cans and the existence of under-sterilization has been demonstrated. The source of iron is not known but suspicion is directed toward iron buckets in which the cut beets were held prior to canning.

TIN CAN OUTPUT

Census Bureau Publishes Report Furnishing Final Figures for 1935

A report on the 1935 biennial census of the production of tin cans and other tinware has been issued by the Census Bureau in a 24-page pamphlet that also contains reports on other industries, such as those producing structural and

ornamental metal work, stamped and pressed metal products, sheet metal work, etc.

The report on tin cans and other tinware makes slight revisions in the preliminary figures announced by the Census Bureau last December and published in the INFORMATION LETTER for December 12th. The following table furnishes the revised figures for 1935, along with comparative statistics for 1933:

Product	1933	1935
Venthole-top cans (chiefly for evaporated milk):		
Number	1,736,937,202	1,774,961,311
Value	\$14,721,113	\$17,200,813
Sanitary cans, including sweetened-condensed milk cans:		
Number	5,436,278,955	7,608,709,640
Value	\$94,842,452	\$151,562,868
Ice-cream cans:		
Number	540,481	759,838
Value	\$399,403	\$411,649
Dairy milk cans, total value...	\$2,558,002	\$3,580,113
Number and value reported:		
Number	866,233	1,118,040
Value	\$2,277,601	\$3,333,690
Number not reported, value..	\$280,401	\$246,423
Other cans and packages, total value.....	\$89,272,931	\$111,111,551
Number and value reported:		
Number	2,846,121,935	3,209,354,957
Value	\$82,495,640	\$99,956,251
Number not reported, value..	\$6,777,291	\$11,155,300
Other tinware, except stamped, value.....	\$5,685,022	\$6,952,774

The foregoing figures include the output of tin-can departments that manufacture cans for use as containers for their own products.

Copies of the pamphlet may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., for 5 cents each.

Mexican Bean Beetle

According to the October 1st issue of the Insect Pest Survey, published by the U. S. Department of Agriculture, this pest of beans has been increasing its range in recent years and is now reported as being abundant in northwestern New York, Virginia, Ohio, Indiana and the Gulf region.

European Corn Borer

According to the October 1st issue of the Insect Pest Survey, published by the U. S. Department of Agriculture, the European corn borer infestation in two counties in western Pennsylvania increased during the past season so that 30 per cent of the corn stalks in some fields were found to be infested.

In Wisconsin it is reported that more than 60 fields of corn were found infested in 10 counties bordering on Lake Michigan. There was an unusually heavy infestation in parts of Connecticut where 90 per cent of the ears on late sweet corn were attacked.

Cold Storage Holdings of Fishery Products

Cold storage holdings of fishery products in the United States on September 15th were 18 per cent less than a year ago, but 2 per cent greater than the five-year average, according to the Bureau of Fisheries. Holdings on September 15th amounted to 69,322,000 pounds, compared with 84,696,000 pounds on September 15, 1936, and the five-year average of 67,633,000 pounds. During the month ended September 15th, 15,674,000 pounds of fishery products were frozen, compared with 17,752,000 pounds frozen in the corresponding period of 1936.

Small Netherland Anchovy Catch

This year's crop of anchovy caught by the Netherland fishing industry did not yield more than 4,500 casks, according to a report from the American consulate at Rotterdam. At the end of 1936 total stocks of anchovy amounted to only 67,000 casks, and during that year stocks decreased by 28,000 casks. A cooperative association for the sale of anchovy, under government control, stores the supply at Amsterdam and the scanty catches of this year and last year have been utilized to raise the minimum export prices of old catches.

Rural Retail Sales in September

Daily average sales of general merchandise in small towns and rural areas for September were about 6½ per cent higher in dollar volume than for September, 1936, and were higher than for any like month since 1929, according to preliminary estimates of the Bureau of Foreign and Domestic Commerce, based on rural chain store and mail order sales. Sales increased almost 32 per cent from August to September, or about twice the usual seasonal amount. Total sales for the first nine months of the year were about 10 per cent above those for the same period of 1936.

Italian Olive Yield

The olive crop in Southern Italy, including Sicily, will be a little above normal this year, according to a report from the American consulate at Naples. The crop in other parts of Italy will be a little under normal.

Lucius E. Hires

Lucius E. Hires of the Fogg and Hires Company, Salem, New Jersey, died at his home on October 14th. One of the oldest canners in New Jersey and a former director of the National Canners Association, he was always interested, and took an active part in trade organization work for the industry.

Illinois Hearing on Value of Meals and Lodging Furnished Employees

The Department of Labor of the State of Illinois has announced that on October 29, 1937, it will hold a public hearing to afford Illinois employers an opportunity to enter

objections to a proposed schedule of values for meals and lodging furnished employees under the Illinois Unemployment Compensation Act. It will be recalled that room, board, and similar services furnished employees are considered as wages under the various unemployment compensation statutes. The Illinois Department of Labor has promulgated the following schedule for use in determining the value of these services for the purpose of computing taxable wages paid to employees:

Full board and room, weekly.....	\$7.75
Meals, per meal.....	.25
Lodging, per week.....	2.50
Lodging, per day.....	.40

This schedule will become effective unless employers appearing at the public hearing to be held furnish satisfactory reasons why it should not be. The meeting will be held at 10:00 a. m. on the second floor at 205 West Wacker Drive, Chicago.

New Home Economics Leaflet

With this issue of the INFORMATION LETTER a new leaflet prepared by the Home Economics Division is being sent to all members. The leaflet is entitled "Green and Wax Canned Beans." Other leaflets the Division has under preparation that will be ready soon are "Canned Plums and Prunes", "Thanksgiving", and "Christmas."

Total Fruit Supplies Larger Than Average

Total supplies of fruit for market during the winter months are indicated to be much larger than average, with generally low prices expected to prevail throughout the winter marketing season, according to the U. S. Bureau of Agricultural Economics.

The crop of oranges for winter and spring marketing is indicated to be 3 million boxes larger than the 1936 crop and one-fourth larger than the 1931-35 average. Present prices of new crop oranges are near the early prices of last year, and the present supply and demand situation indicates that seasonal declines during the next few months may be as sharp as those which occurred from October to January last season.

The grapefruit crop from the 1937 bloom is indicated to be the second largest crop on record, exceeded only by the crop of last year. Prices of grapefruit have declined more than usual during the past month, but prices are still somewhat above last year's prices. Seasonal declines are expected to continue during the next two months, but at a reduced rate.

Some improvement occurred in the apple crop during September, and on October 1 indications pointed to a crop slightly larger than that indicated a month earlier and the largest since 1926. It seems likely that the season low point in prices of eastern apples has been passed, but prices of apples from the Western States may experience some further decline.

Fruit and Vegetable Market Competition

Carlot Shipments as Reported by the Bureau of Agricultural Economics, Department of Agriculture

VEGETABLES	Week ending—			Season total to—	
	Oct. 16 1936	Oct. 16 1937	Oct. 9 1937	Oct. 16 1936	Oct. 16 1937
Beans, snap and lima	157	22	48	8,277	8,310
Tomatoes.....	413	418	531	23,828	22,384
Green peas.....	70	91	122	7,167	6,939
Spinach.....	27	19	4	7,594	8,282
Others:					
Domestic, compet-					
ing directly....	2,990	2,954	1,627	62,268	61,148
Imports, compet-					
ing indirectly...	51	54	84	316	384
FRUITS					
Citrus, domestic....	1,785	1,830	1,351	135,702	141,641
Imports.....	1	6	22	91	97
Others, domestic....	3,471	4,276	5,453	67,166	63,536

Cuban Exports of Avocados to United States

Exports of avocado pears from Cuba, which are almost exclusively shipped to the United States, amounted to 13,371,475 pounds during the 1937 season, compared with 9,884,000 pounds last year and 8,376,000 pounds in 1935, according to the American commercial attache at Habana. Cuban Department of Agriculture officials report that about 65 per cent of the fruit which is packed fails to meet prescribed standards of quality for export.

State Association Conventions

- November 8-10, 1937—Wisconsin Cannery Association, Schroeder Hotel, Milwaukee, Wis.
- November 10, 1937—Association of Pacific Fisheries, Del Monte, Calif.
- November 18-19, 1937—Indiana Cannery Association, Claypool Hotel, Indianapolis, Ind.
- November 22-23, 1937—Iowa-Nebraska Cannery Association, Hotel Fort Des Moines, Des Moines, Iowa.
- December 2-3, 1937—Tri-State Packers Association, Benjamin Franklin Hotel, Philadelphia, Pa.
- December 7, 1937—Cannery League of California, Palace Hotel, San Francisco, Calif.
- December 8-9, 1937—Pennsylvania Cannery Association, Hotel Yorktowne, York, Pa.
- December 9-10, 1937—Association of New York State Cannerymen, Hotel Statler, Buffalo, N. Y.
- December 14-15, 1937—Ohio Cannery Association, Deshler Wallick Hotel, Columbus, Ohio.
- January 4-6, 1938—Michigan Cannery Association, Olds Hotel, Lansing, Mich.

Recommended Methods of Battening Freight Car Doors

The Association of American Railroads has issued an illustrated 8-page leaflet describing recommended methods for battening car doors as protection against damage by weather, cinders, etc., which, it is hoped, will prove helpful in the reduction of loss and damage that shippers may be experiencing through lack of proper loading precautions. The Railroad Association suggests that this information be placed in

the hands of loading foremen or platform forces. Copies of the pamphlet may be obtained by addressing Secretary, Operating-Transportation Division, 59 East Van Buren Street, Chicago, Illinois.

Fruit Varieties Described in New York Bulletin

Varieties of apples, cherries, nectarines, peaches, apricots, pears, plums, grapes and berries are described in this catalogue, issued by the New York State Fruit Testing Cooperative Association at Geneva, N. Y. Most of the varieties listed originated at the New York Agricultural Experiment Station and performance records of the fruits tested are based upon environmental conditions there. The New York State Fruit Testing Cooperative Association points out that many of these new fruits are simply worthy of further trial and not all of them have commercial possibilities.

Tagging Shrimp to Discover Winter Movements

Hundreds of tagged shrimp are being released between Cape Hatteras and Brunswick, Georgia, by the Bureau of Fisheries this month to discover the wintering grounds and general movements of the North Carolina and northern South Carolina shrimp and so to provide information of considerable practical importance to the fishermen.

Previous tagging in waters south of this area showed that the success of the winter fishery in central Florida is linked with the production of shrimp in southern South Carolina, Georgia, and northern Florida, because shrimp from these latter areas move southward to central Florida in the fall and winter. This year's tagging is expected to show whether shrimp of North Carolina and northern South Carolina also enter new fishing areas when they leave their accustomed grounds.

The greatest distance traveled by a shrimp on the South Atlantic Coast, according to the records of the 1936 tagging program, was about 300 miles. This distance was covered in three months.

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